

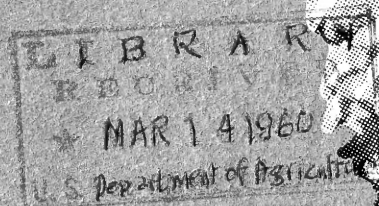
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A LIST OF RELIABLE

Hardy Garden

MUMS



SPRING, 1960

Sletwold Greenhouses

Established 1929

VERMILLION, SOUTH DAKOTA

Greetings From Vermillion. . .

We have been growing **Hardy Chrysanthemums (Mums)** for many years in connection with our Greenhouses and Flower Shop. Starting in a small way—only 4 varieties—just one of these proved satisfactory. It was soon realized that while all **mums** are **hardy** in more favored areas, many excellent ones fail us here on the prairies. So, by a process of elimination, we set out to find varieties that would do best for us. Only the **mums** that meet the following specifications have been retained:

1. EARLINESS OF BLOOM.
2. FROST HARDINESS OF THE FLOWERS.
3. WINTER HARDINESS OF THE PLANTS.

Our 1960 list of these beautiful flowers in all their gorgeous colors and forms is the result of many years of testing and selecting. All the varieties are especially adapted to the prairie areas. Where the growing season is shorter than ours it is recommended that the earlier blooming varieties be planted.

The experimenting has been done for you! Take advantage of it! Order some of these breathtaking easy to grow, fall flowers today and enjoy a thrill only mums seem to provide. The plants will reach you at proper planting time in the spring. Complete cultural directions are included with every order.

YOU ARE INVITED TO VISIT US NEXT FALL WHEN OUR MUMS ARE BLOOMING.



Sletwold Greenhouses

Vermillion, South Dakota

Can our **Flower Shop** be of service to you? We are bonded members of the **Florists Telegraph Delivery Association.**

GUARANTEE

We ship only true to name quality mum plants and guarantee that, properly planted, and cared for, they will bloom. Droughth, hail, an early freeze up, or conditions beyond our control, will not, naturally, be our responsibility.

We reserve the right to substitute varieties on late orders, but be assured you will receive equal or better value.

PRICES

Our plants are grown to give you results, and we are happy to be able to offer them at only 50¢ each, with the exception of the few new ones as noted. Postage is prepaid on all orders of \$3.00 or more. Please include your check or money order with your order.

CUT FLOWER VARIETIES

Since more and more home flower growers are also quite efficient flower arrangers, we have made note in the descriptions where the variety has in addition to its decorative value, cut flower qualities as well. This should be a help in making your selections.

Culture Of Hardy Mums

SOILS AND LOCATIONS

Hardy Mums are easy to grow. They do not ask much in the way of soil except that it be somewhat loose and enriched. If your soil tends to pack, the addition of peat moss, Vermiculite, leaf mold or sand easily overcomes the condition. Mums thrive in full sunlight but tolerate shade to a degree. For best results give them plenty of sunshine.

PLANTING

Early spring when the ground starts warming up is the ideal time to plant these pot grown mum plants. We often are able to get ours planted in early April. Sometimes the plants are frozen back, but even though the tops are lost, vigorous new growth starts from the roots immediately and the net result is a bigger, bushier plant than before. By planting an inch or so deeper than they were growing in the pot, first thoroughly soaking the ball containing the roots, failure is reduced to an absolute minimum.

FERTILIZING

We fertilize our mum plants twice during the growing season, once when we set them out, taking care to make a circle about six inches away from the plants, and then again in early July. About one-third cup of commercial fertilizer is used for each application. Often, an application juust as the buds are forming helps increase the flower size and intensify the color. Best results are obtained when the fertilizer is worked into the soil. Hardy mums are heavy feeders.

WATERING

Mum plants will survive an unbelievably long time when deprived of water. But lack of water tends to harden and stunt them. So, for best results, see that they are kept well watered. We have been using perforated plastic hose for watering, since the fine sprays do not pack the soil. It will pay wonderful dividends in flowers to keep your mum plants well watered.

SPRAYING

Aphids (plant lice), in different colors, sometimes attack mum plants, but an occasional application of DDT or Black Leaf 40 takes care of them. We use DDT because it controls practically all the other insect pests. However, though Hardy Mums are considerably freer of insects and disease than most flower plants, it is good policy to spray them occasionally with an all purpose spray. By adding a fungicide to your plant spray (we use Fermate) most diseases can be controlled easily.

NORMAL BLOOMING DATE

Many conditions help determine the time of blooming for Hardy Mums. Buds set when the daytime and nighttime lengths are about equal. But hot, dry, late summers, with their clear days, tend to delay bud setting. Likewise, cool, moist, cloudy fall days tend to speed up bud setting. We have tried to give you a fair average normal blooming date for our varieties.

PINCHING

We recommend that all our Hardy Mum Plants, with the exception of the cushions, be pinched back, not later than July 1. This simple operation consists of removing the soft tips of your plants, causing them to become bushy, thus producing many more flowers. Too late pinching might result in bud removal, so we suggest this be done not later than July 1.

WINTER COVERING

Strange as it seems to many, covering mum plants after the ground freezes is not done to keep them warm. Rather it is done to eliminate a freezing and thawing condition during the winter. While many of our varieties come through without covering, we recommend that they all be covered. Straw, hay, or old grass does a good job, but be sure you have at least 3 inches of cover! Remove in the spring when the ground thaws out.

GROUND CULTIVATION

Mums like a rather loose soil, so to get them to do their best, cultivate frequently. Cultivated soil retains moisture much better than hard packed soil. By cultivating often, watering can be lessened, and the plant response will be considerably increased. You cannot overdo cultivating Hardy Mums.

OUR NEW VARIETIES ARE LISTED

Sletwold's Hardy Mums

For spring delivery, we offer the following list of sure-to-bloom, greenhouse grown Hardy Chrysanthemum Plants grown in **LARGE 2¼ INCH POTS.**

The plants are shipped in individual plastic bags, at proper planting time. Perfect delivery is guaranteed. The plants are young and vigorous, free from insects and disease, and sure to please.

* Denotes Cushion Mums

WHITE

PRICES: Only 50¢ each except as noted.

Normal Blooming Date	Height In Inches
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AVALANCHE

Fluffy 3-inch flowers of creamy white. Most popular white for cutting.

Sept. 4	22
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* NEW PAPER WHITE (New! 75¢ each.)

Very large pure white double flowers. Early, dwarf, and an excellent addition to our list.

Sept. 6	16
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* NANOOK

A dwarf compact mound completely smothered by creamy white flowers. An excellent cushion mum.

Sept. 14	14
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* MARTINS WHITE

Immense pure white, double incurved flowers. A very popular variety in our plantings.

Sept. 15	18
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PRAIRIE MOON (New! 75¢ each.)

Huge creamy white double flowers. Wonderful cut flower. No garden is complete without this one.

Sept. 16	24
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WHITE CLOUD

Large feathery double pure white flowers. Opens a faint pink but fades quickly. This plant in bloom is truly a WHITE CLOUD.

Sept. 28	26
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CHRISTOPHER COLUMBUS

A most outstanding double ivory white. Very wide petals. Luxuriant growth. Unexcelled for cutting. A must in every mum planting.

Oct. 5	26
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INNOCENCE

Perfectly formed 4 inch double flowers. Chalk white. Stiff stems. 4 to 6 flowers to a cluster make it an ideal cut flower.

Oct. 5	24
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SEPARATELY ON INSIDE OF BACK COVER

* Denotes Cushion Mums

PINK

PRICES: Only 50¢ each except as noted.

* GLADNESS

Fully double clear China Rose Pink. Early, a very winter hardy plant and the earliest pink of quality for cutting.

PRINCESS (New! 75¢ each.)

Another grand addition to our list. Originated by the University of Minnesota. Flowers are krinkly old rose and gold.

PRELUDE

A real large early apricot pink. Very choice cut flower.

MURMURS

Double Amaranth buds bursting into a clear lilac. Early and fine for cutting.

* ADORABLE (New! Price 75¢ ea.)

Brand new! No. 1 in popularity! Cheery coral pink fully double 4-inch flowers. Plant is completely covered with blooms! If you can plant only one mum, make it **Adorable**. Excellent cut flower.

* MINN PINK (New! 75¢ each.)

Rose pink cushion. A solid mound of flowers. The most spectacular pink cushion ever developed. Absolutely the best pink cushion to date.

MINNEHAHA (New! Price 75¢ ea.)

A rich salmon pink. Double. Somewhat darker than **Adorable**. A wonderful new variety from the University of Minnesota.

* EDNA ROWLEY

Light pink button flowers with garnet centers. Excellent cut flower and very prolific. Another fine addition to our list.

PATRICIA LEHMAN

Sparkling geranium pink with peach center. Re-curved and twisted petals give a fluffy feathered effect. Dandy for cutting.

PINK OPAL

Pale pearl rose overlayed with cream tints. Extremely delicate in color, and a refined 4-inch full flattened double flower. An aristocrat. Excellent for cutting.

Normal Blooming Date	Height In Inches
Aug. 28	18
Sept. 9	22
Sept. 10	30
Sept. 10	22
Sept. 15	22
Sept. 20	18
Sept. 20	22
Sept. 26	24
Sept. 28	24
Sept. 28	26

*Denotes Cushion Mums

RED

PRICES: Only 50¢ each except as noted.

Normal Blooming Date	Height In Inches
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*VULCAN

Dark crimson flowers. Double. Very best early red cushion.

Sept. 5	16
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*RED ELF

Dwarf dark red flowered cushion. Excellent dark green foliage. Very useful in borders.

Sept. 9	14
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RED BIRD

This is our original maroon mum. Nothing has come along to replace it. Rich, live double maroon flowers on good stems for cutting.

Sept. 10	24
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EARLY CRIMSON

Nonfading. Very bright crimson flowers on a rigid upright plant. Unsurpassed for cutting.

Sept. 15	26
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APACHE (75¢ ea.)

Orient red to firecracker red. Brilliant 4-inch flowers with quilled petals. Outstanding. Flowers will last for 5 weeks. A very popular mum.

Sept. 15	22
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LESHARA

Husky, heavily branched plants with multitudes of mulberry red shading to soft red flowers. It is really a treat to see this in bloom.

Sept 15	24
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*ROUGE CUSHION

A far superior red cushion. Intense red flowers show a small bright yellow center when open. Our red cushion.

Sept. 20	15
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*LIPSTICK

Dazzling. Fairly large double crimson flowers on a very compact plant. Dark green foliage.

Sept. 25	22
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BONFIRE

Brick red flowers on stiff stems. Very dark foliage. Outlasts them all as a cut flower. Double.

Oct. 1	22
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SEPARATELY ON INSIDE OF BACK COVER

* Denotes Cushion Mums

BRONZE

PRICES: Only 50¢ each except as noted.

* AUTUMN BEAUTY

A new brilliant sparkling reddish chestnut. An excellent bronze cushion. Early.

FLAMBOYANT (75¢ each.)

Very large rich reddish bronze double flowers borne on stiff individual stems. Our very best early bronze for cutting. We recommend it highly.

COMPANION

High quality fully double light golden bronze flowers. Excellent for cutting.

* GEO. LUXTON (New! 75¢ ea.)

Brand new! Early 3½ inch soft bronze flowers that last for 5 weeks. The very best early light bronze. Good stems for cutting.

EA. KATHLEEN

Brand new! Early coppery bronze with form and color of Kathleen Lehman but 2 weeks earlier.

FOOTBALL BRONZE (New! 75¢ ea.)

Early large flowering incurved chocolate bronze. Great as a cut flower. Strong upright plant. Can be disbudded.

CROWNING GLORY (New! 75¢ ea.)

Magnificent new flower of Spanish orange overcast with coral center. Double. Straight, sturdy, upright plant. Wonderful cut flower.

PLAINSMAN

Deeply notched carnation flowered type. Double. High center flowers of deep rusty red shading to buff bronze. A good cut flower with very dark foliage. Entirely different—flowers can stand a freeze of 25 degrees.

HOLIDAY

Extra large bright golden bronze flowers with domed center. 4 to 6 flowers per cluster make it choice for cutting.

LADIES CHOICE (New! 75¢ ea.)

Brand new! 4-inch ivory pink flowers with bronze overtone. Magnificent plant habit. Good cut flower. An entirely new color in mums.

MOHAVE GOLD (New! 75¢ each.)

Immense flowers of bright golden bronze. A favorite variety with flower show exhibitors.

	Normal Blooming Date	Height In Inches
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Sept. 4	15
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Sept. 5	20
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Sept. 15	24
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Sept. 12	18"
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Sept. 14	26
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Sept. 15	26
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Sept. 15	30
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Sept. 20	24
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Sept. 25	24
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Sept. 26	20
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Sept. 27	18
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OUR NEW VARIETIES ARE LISTED

* Denotes Cushion Mums

PURPLE

PRICES: Only 50¢ each except as noted.

* VIOLET

A rich deep violet. The very best early mum of its color. Full, double flowers and very good for cutting. Everybody loves this one.

CHIPPEWA

Bright Aster purple, slightly incurved. Very popular because of its earliness and brilliance. Has good cut flower value.

* JOAN HELEN

Sparkling purple with gaudy yellow centers. Our purple cushion, and a beauty.

PURPLE WATERS (New! Price 75¢ ea.)

A fine double deep purple. Plants are completely covered with blooms. A spectacular variety for color photos.

MYRTLE WALGREEN

Rich Amaranth purple, shading to lilac silver with age. At maturity a clean clear mallow purple. Very similar to Chippewa, but later.

LAVENDER

* DR. L. E. LONGLEY

Our earliest mum. A solid mound of bright pink lavender. Flowers last til freeze up.

* WENONAH

Very early. Perky dark lavender. Greenhouse quality flowers, but rather short stiff stems. Long lasting flowers.

LAVENDER BUTTON

Soft lavender flowers with darker centers on sturdy stems. A prolific bloomer, and excellent for cutting.

MALINDA BROWN

A magnificent clear self lavender pink. Flowers globular, mounded at center. Petals strongly incurved. Good for cutting.

OLD LAVENDER

Large, massive lavender flowers on strong sturdy stems. Comes in excellent clusters. Wonderful cut flower. A bit late but comes through OK.

Normal Blooming Date	Height In Inches
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Aug. 26	20
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Sept. 4	24"
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Sept. 10	18
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Sept. 15	24
----------	----

Sept. 28	24"
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Normal Blooming Date	Height In Inches
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Aug. 20	20
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Aug. 24	18
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Sept. 15	28
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Sept. 28	24
----------	----

Oct. 1	30
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SEPARATELY ON INSIDE OF BACK COVER

YELLOW

PRICES: Only 50¢ each except as noted.

* GOLDEN MOUND

Multitudes of double golden yellow flowers, 2-inches across. Our best real early yellow cushion.

	Normal Blooming Date	Height In Inches
Sept. 1		18

PATHFINDER

Carnation flowered! Bright yellow double flowers. Deep green foliage. Symmetrical. A hedge of Pathfinder would be a sensation.

Sept. 1	20
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YELLOW AVALANCHE

Fluffy bright yellow flowers 3-inches across. Early. Stiff stems and unexcelled for cutting. A sport of white avalanche.

Sept. 4	22
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EARLY GOLD

Very early cushion. Medium sized golden yellow double flowers completely cover the plant.

Sept. 4	18
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DELIGHT

Large solid double golden-yellow flowers. Early and fine for cutting, in fact, one of the earliest yellow for cutting. A large button pompom.

Sept. 7	26
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LEMON DROP

A solid, double, lemon yellow BUTTON Pom Pom. You like BUTTON MUMS, and this is it! Has slight greenish cast in center of bloom, enhancing its beauty.

Sept. 8	17
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GOLD BUTTON

Soft yellow flowers with a bright orange center completely cover the plant. A dandy new variety.

Sept. 10	22
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TONKA (New! 75¢ each.)

Very large deep yellow flowers. Double stiff stems and dark green foliage.

Sept. 10	20
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MURIEL RICE (New! Price 75¢ ea.)

MUM OF THE YEAR 1955! Full double 4 inch flowers of light buttercup yellow aging to a deep cream. Outstanding! Try this with **Purple Waters**.

Sept. 25	22
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NEW VARIETIES

Each year we grow a number of the newer varieties that are especially attractive, and different, testing them for earliness, frost hardiness of the flowers and winter hardiness. The following are the ones which we have retained from our recent trials. We recommend them all.

Prices—only 50 cents each except as noted.

*Denotes Cushion Mums

	Normal Blooming Date	Height In Inches
White		
DAINTY *	AUG. 24	18"
A very unusual early white cushion. Opens a delicate lavender that quickly bleaches to white. Flowers last for weeks. Listed by some as a lavender.		
DRIFTED SNOW	SEPT. 16	24"
Flowers of good size that cover the plant. Much admired in our trials. Truly a grand white.		

Pink		
FAIRBOW	SEPT. 10	24"
Bright pink button of medium size. Erect growth. Very cute and a nice cut flower.		
ORCHID HELEN *	SEPT. 10	18"
Beautiful pink with darker eye. Short and sturdy. Very frost hardy.		
EVELYN DEVANEY (New. Price 75¢ each)	SEPT. 26	26"
Large delicate shell pink. Incurved. Entirely different from other shell pink Mums. A bouquet of Evelyn Devaney is a thriller!		

Yellow

JOHN MILBRATH	SEPT 10	26"
Sparkling yellow flowers over 3-inches in diameter. Finest early yellow cut flower.		
MARTINS YELLOW *	SEPT. 15	18"
Immense soft light yellow flowers. Double incurved and 4-inches across. Compact bushy growth. Short stemmed but a good cut flower.		
BUTTERSCOTCH (\$1.00 each)	SEPT. 25	26"
Very large full double. Pale yellow. Another choice variety for exhibitors.		



A Different Gift Suggestion . . . TRY IT!

Hardy Mum plants make wonderful gifts for Mother's Day, Easter, Birthdays, Anniversaries etc., or to say "Thank You"—or just for the fun of it!

For only \$2.00 you can surprise and please a friend or relative with an exciting, all different four-plant collection. Just send us your recipients name and address, enclose only \$2.00 for each collection, mail it to us, and we will do the rest. Your recipient will receive a **Gift Certificate** at once, and the plants **postpaid** at the proper planting time in the spring.

IT'S FUN TO SURPRISE YOUR FRIENDS WITH A GIFT OF HARDY MUMS.

COMMENTS BY . . .

H. L. Sletwold

Some of the new **Hardy Mum** varieties for present and future release are truly magnificent. The emphasis seems to be on size and very rich colors. We are including many of them in our trial plantings this year.

The **Chrysanthemum (Mum)** was rated among the 3 most popular flowers in America, according to a recent nation-wide poll to determine our National Flower!

Occasionally 'Mother Nature' plays tricks on us. The terrific "white" heat during most of last August greatly delayed bud initiation and left very little time for the buds to develop. Seldom do we have a **Mum** season so late.

Flamboyant, a large early, rich tangerine bronze bloomed on time last year, retained its color well, and was truly outstanding. We highly recommend it.

A standing invitation is extended to all to visit us **when our Mums are blooming next Fall.**

Save any **seedlings** that show up in your **Hardy Mum** plantings. You might have a **gem**.

Cultural Directions are included with every order. Tack them up in your garage for future reference.

Will the Norfolk, Nebraska customer who failed to get their order last year please write us? You forgot to include your name and address.

SLETWOLD GREENHOUSES

Vermillion, South Dakota

In the spring, in addition to our mum plants we offer a complete line of spring bedding plants. . . . Sorry, no mail orders.